

LISTING OF THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

1. (Canceled)
2. (Currently Amended) ~~The computer-readable medium of claim 1 and having computer-executable instructions for performing the step A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:~~
 - (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
 - (b) integrating retail information that provides assistance with achieving the store goal;
 - (c) monitoring progress of the student toward the store goal;
 - (d) providing feedback assisting the student in accomplishing the store goal; and
 - (e) comprising indexing media information to enhance the integration of the media information into the presentation.
3. (Currently Amended) ~~The computer-readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:~~
 - (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory

administration for a store;

- (b) integrating retail information that provides assistance with achieving the store goal;
- (c) monitoring progress of the student toward the store goal; and
- (d) providing feedback assisting the student in accomplishing the store goal,

wherein inventory control is integrated into the presentation.

4. (Currently Amended) The computer-readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating retail information that provides assistance with achieving the store goal;
- (c) monitoring progress of the student toward the store goal; and
- (d) providing feedback assisting the student in accomplishing the store goal,

wherein pricing strategy is integrated into the presentation.

5. (Currently Amended) The computer-readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving an indicia representative of a store goal, the indicia

identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating retail information that provides assistance with achieving the store goal;

(c) monitoring progress of the student toward the store goal; and

(d) providing feedback assisting the student in accomplishing the store goal,

wherein return on revenue is integrated into the presentation.

6. (Currently Amended) The computer-readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating retail information that provides assistance with achieving the store goal;

(c) monitoring progress of the student toward the store goal; and

(d) providing feedback assisting the student in accomplishing the store goal,

wherein markdown is integrated into the presentation.

7. (Currently Amended) The computer-readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating retail information that provides assistance with achieving the store goal;
- (c) monitoring progress of the student toward the store goal; and
- (d) providing feedback assisting the student in accomplishing the store goal,

wherein stocking is integrated into the presentation.

8. (Currently Amended) The computer readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating retail information that provides assistance with achieving the store goal;
- (c) monitoring progress of the student toward the store goal; and
- (d) providing feedback assisting the student in accomplishing the store goal,

wherein assortment strategy is integrated into the presentation.

9. (Currently Amended) The computer readable medium of claim 1 that simulates the operations of the store, A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving an indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
 - (b) integrating retail information that provides assistance with achieving the store goal;
 - (c) monitoring progress of the student toward the store goal;
 - (d) providing feedback assisting the student in accomplishing the store goal; and
 - (e) including the step of adjusting an example based on the student's progress.
10. (Cancelled)
11. (Currently Amended) An apparatus that creates a presentation as recited in claim 10,

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates retail information that provides assistance with achieving the store goal; and
- (e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

wherein advertising information is integrated into the presentation.

12. (Currently Amended) An apparatus that creates a presentation as recited in claim 10,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal,
wherein inventory control is integrated into the presentation.

13. (Currently Amended) An apparatus that creates a presentation as recited in claim 10,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory

administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

wherein pricing strategy is integrated into the presentation..

14. (Currently Amended) An apparatus that creates a presentation as recited in claim 10;

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

wherein return on revenue is integrated into the presentation..

15. (Currently Amended)

An apparatus that creates a presentation as recited in claim 10,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal,

wherein markdown is integrated into the presentation..

16. (Currently Amended)

An apparatus that creates a presentation as recited in claim 10,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance

with achieving the store goal; and

(c) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

wherein stocking is integrated into the presentation..

17. (Currently Amended)

~~An apparatus that creates a presentation as recited in claim 10,~~

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal.

wherein assortment strategy is integrated into the presentation.

18. (Currently Amended) ~~An apparatus that creates a presentation as recited in claim 10,~~

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives indicia representative of a store goal, the indicia identifying training that is associated with the store goal, the store goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates retail information that provides assistance with achieving the store goal; and

(e) logic that monitors progress of the student toward the store goal and provides feedback that assists the student in accomplishing the store goal,

wherein the apparatus includes including logic that adjusts an example based on the student's progress.

19. (Canceled)

20. (Currently Amended) The computer-readable medium of claim 19 and having computer-executable instructions for performing the step comprising

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal; and

(d)linking information that motivates accomplishment of the goal to fee presentation

21. (Currently Amended) The computer-readable medium of claim 19 for creating a presentation,

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a)receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b)integrating information that motivates accomplishment of the goal; and

(c)evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes electronic mail information.

22. (Currently Amended) The computer-readable medium of claim 19 for creating a presentation,

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a)receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b)integrating information that motivates accomplishment of the goal; and

(c)evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes simulation information.

23. (Currently Amended) ~~The computer-readable medium of claim 19 for creating a presentation,~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes time-synchronized multimedia information.

24. (Currently Amended) ~~The computer-readable medium of claim 19 for creating a presentation,~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes video conference information.

25. (Currently Amended) ~~The computer-readable medium of claim 19~~

~~for creating a presentation,~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information emanates from the Internet.

26. (Currently Amended) ~~The computer readable medium of claim 19 for creating a presentation,~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal; and

(c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes telephony information.

27. (Currently Amended) ~~The computer readable medium of claim 19 for creating a presentation,~~

A computer-readable medium for creating a presentation and having

computer-executable instructions for performing the steps comprising:

- (a) receiving information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal; and
- (c) evaluating the progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the information includes chat room information.

28. (Canceled)

29. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal; and
- (e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information includes video information.

30. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information includes electronic mail information.

31. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information includes time-synchronized multimedia information.

32. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information includes video conference information.

33. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the

processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information emanates from the Internet.

34. (Currently Amended) An apparatus that creates a presentation as recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information include telephone information.

35. (Currently Amended) An apparatus that creates a presentation as

recited in claim 28,

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that receives information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that evaluates the progress toward the goal and provides feedback that further motivates accomplishment of the goal,

wherein the information includes chat room information.

36. (Canceled)

37. (Currently Amended) ~~The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated

human conversation;

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and

(e) indexing media information to enhance the integration of fee media information into the presentation.

38. (Currently Amended) ~~The computer readable medium of claim 36 and having computer executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation;

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and

(e) synchronizing the media information with other information in the presentation utilizing time and the indexing.

39. (Currently Amended) ~~The computer readable medium of claim 36 and having computer executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(f) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding

to a student being trained in an aspect of inventory administration for a store;

(a) integrating information that motivates accomplishment of the goal;

(b) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and

(c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the media information comprises telephone information.

40. (Currently Amended) ~~The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the media information comprises video information.

41. (Currently Amended) ~~The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having

computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and
- (d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the media information comprises audio information.

42. (Currently Amended) The computer readable medium of claim 36 and having computer-executable instructions for performing the step comprising

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and
- (d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the media information comprises dialog information.

43. (Currently Amended) ~~The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the media information comprises Internet information.

44. (Currently Amended) ~~The computer-readable medium of claim 36 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating information that motivates accomplishment of the goal;

(c) querying a user for answers to one or more questions based on one or more learning objectives of the presentation using a simulated human conversation; and

(d) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal.

wherein the media information comprises text information.

45. (Canceled)

46. (Currently Amended) An apparatus ~~feat~~ creates a presentation as recited in claim 45, including

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal;

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

(f) logic that monitors progress toward the goal and provides feedback that further motivates accomplishment of the goal; and

(g) logic that indexes media information to enhance fee integration of the media information into the presentation

47. (Currently Amended) An apparatus ~~feat~~ creates a presentation as recited in claim 45, including

An apparatus that creates a presentation, comprising:

(a) a processor;

- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;
- (f) logic that monitors progress toward the goal and provides feedback that further motivates accomplishment of the goal; and
- (g) logic that synchronizes the media information with offer information in the presentation utilizing time and the indexing.

48. (Currently Amended) An apparatus ~~feat creates a presentation as recited in claim 45, including~~

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation; and

(f) logic that monitors progress toward the goal and provides feedback that further motivates accomplishment of the goal;

wherein the media information comprises telephone information.

49. (Currently Amended) An apparatus ~~feat creates a presentation as recited in claim 45, including~~

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

wherein the media information comprises video information.

50. (Currently Amended) An apparatus ~~feat creates a presentation as recited in claim 45, including~~

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory

administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

wherein the media information comprises audio information.

51. (Currently Amended) An apparatus ~~feat~~ creates a presentation as recited in claim 45, including

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

wherein the media information comprises dialog information.

52. (Currently Amended) An apparatus ~~feat~~ creates a presentation as recited in claim 45, including

An apparatus that creates a presentation, comprising:

(a) a processor;

(b) a memory that stores information under the control of the

processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

wherein the media information comprises Internet information.

53. (Currently Amended) ~~An apparatusfeat creates a presentation as recited in claim 45, including~~

An apparatus that creates a presentation, comprising;

(a) a processor;

(b) a memory that stores information under the control of the processor;

(c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(d) logic that integrates information that motivates accomplishment of the goal; and

(e) logic that queries a user for answers to one or more questions based on more or more learning objectives of the presentation using a simulated human conversation;

wherein the media information comprises text information.

54. (Canceled)

55. (Currently Amended) ~~The computer readable medium of claim 54~~

~~and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) linking information that motivates accomplishment of the goal to fee presentation.

56. (Currently Amended) ~~The computer readable medium of claim 54 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) monitoring user interactions to determine progress toward

the goal.

57. (Currently Amended) ~~The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) organizing objects according to relevancy to progress toward the goal.

58. (Currently Amended) ~~The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) calculating a quantitative degree of correctness to determine the progress toward the goal.

59. (Currently Amended) ~~The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) comprising organizing feedback categorically.

60. (Currently Amended) ~~The computer-readable medium of claim 54~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal; and
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the feedback is based on a dynamic orientation factor.

61. (Currently Amended) ~~The computer-readable medium of claim 54~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal; and
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal,

wherein the feedback is based on past information presented.

62. (Currently Amended) ~~The computer-readable medium of claim 54 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) presenting information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating information that motivates accomplishment of the goal;
- (c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (d) concluding the presentation when the goal is achieved.

63. (Canceled)

64. (Currently Amended) ~~An apparatus that creates a presentation as recited in claim 63,~~

An apparatus that creates a presentation, comprising:

- (a) a processor;

- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (f) logic that links information that motivates accomplishment of fee goal to fee presentation.

65. (Currently Amended) An apparatus that creates a presentation as recited in claim 63,

An apparatus that creates a presentation comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (f) logic that monitors user interactions to determine progress toward the goal.

66. (Currently Amended) An apparatus that creates a presentation as recited in claim 63,

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (f) logic that organizes objects according to relevancy to progress toward the goal.

67. (Currently Amended) ~~An apparatus that creates a presentation as recited in claim 63,~~

An apparatus that creates a presentation, comprising:

- (g) a processor;
- (h) a memory that stores information under the control of the processor;
- (i) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (j) logic that integrates information that motivates accomplishment of the goal;
- (k) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (l) logic that calculates a quantitative degree of correctness to determine the progress toward the goal.

68. (Currently Amended) An apparatus feat creates a presentation as recited in claim 63,

An apparatus that creates a presentation, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal;
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal; and
- (f) logic that organizes feedback categorically.

69. (Currently Amended) An apparatus feat creates a presentation as recited in claim 63,

An apparatus that creates a presentation, comprising;

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal; and
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal;

wherein the feedback is based on a dynamic orientation factor.

70. (Currently Amended) ~~An apparatus~~ ~~feat creates a presentation as recited in claim 63,~~

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal; and
- (e) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal;

wherein the feedback is based on past information presented.

71. (Currently Amended) ~~An apparatus~~ ~~feat creates a presentation as recited in claim 63,~~

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that presents information indicative of a goal, the information identifying training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that integrates information that motivates accomplishment of the goal; and

(c) monitoring progress toward the goal and providing feedback that further motivates accomplishment of the goal;

(f) logic that completes the presentation when the goal is achieved

72. (Canceled)

73. (Currently Amended) ~~The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating examples into the presentation to provide assistance with achieving the goal;

(c) monitoring progress of the student toward the goal;

(d) providing feedback that further assists the student in accomplishing the goal;

(e) providing information to assist with a next step in achieving the goal; and

(f) linking information that motivates accomplishment of the goal to the presentation.

74. (Currently Amended) ~~A method for creating a presentation as recited in claim 72, including the step of~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal;
- (e) providing information to assist with a next step in achieving the goal; and
- (f) providing information that explains why the next step should be done.

75. (Currently Amended) ~~The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal;
- (e) providing information to assist with a next step in achieving the goal; and

(f) providing information that explains how the next step should be done.

76. (Currently Amended) ~~The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating examples into the presentation to provide assistance with achieving the goal;

(c) monitoring progress of the student toward the goal;

(d) providing feedback that further assists the student in accomplishing the goal;

(e) providing information to assist with a next step in achieving the goal; and

(f) utilizing video clips as feedback.

77. (Currently Amended) ~~The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

(a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;

(b) integrating examples into the presentation to provide

assistance with achieving the goal;

- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal;
- (e) providing information to assist with a next step in achieving the goal; and
- (f) organizing feedback categorically.

78. (Currently Amended) ~~The computer readable medium of claim 72 and having computer executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal; and
- (e) providing information to assist with a next step in achieving the goal;

wherein the feedback is based on a dynamic orientation factor.

79. (Currently Amended) ~~The computer readable medium of claim 72 and having computer executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having

computer-executable instructions for performing the steps comprising:

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal; and
- (e) providing information to assist with a next step in achieving the goal;

wherein the feedback is based on past information presented.

80. (Currently Amended) ~~The computer-readable medium of claim 72 and having computer-executable instructions for performing the step comprising~~

A computer-readable medium for creating a presentation and having computer-executable instructions for performing the steps comprising:

- (a) receiving indicia representative of a goal, the indicia identifying training that is associated with the store goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (b) integrating examples into the presentation to provide assistance with achieving the goal;
- (c) monitoring progress of the student toward the goal;
- (d) providing feedback that further assists the student in accomplishing the goal;
- (e) providing information to assist with a next step in achieving the goal; and

providing information based on the presentation context.

81. (Canceled)
82. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) logic that links information that motivates accomplishment of the goal to the presentation

83. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a

- student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) logic that explains why the next step should be done.

84. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

- An apparatus that creates a presentation, comprising:
- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) logic that explains how the next step should be done.

85. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

- An apparatus that creates a presentation, comprising:
- (a) a processor;
- (b) a memory that stores information under the control of the processor;

- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) a code segment that utilizes video clips as feedback.

86. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) logic that organizes feedback categorically.

87. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal and;
- (e) logic that provides information to assist with a next step in achieving the goal.

wherein the feedback is based on a dynamic orientation factor.

88. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal and;
- (e) logic that provides information to assist with a next step in achieving the goal,

wherein the feedback is based on past information presented.

89. (Currently Amended) An apparatus that creates a presentation as recited in claim 81, including

An apparatus that creates a presentation, comprising:

- (a) a processor;
- (b) a memory that stores information under the control of the processor;
- (c) logic that integrates examples into the presentation to provide assistance with achieving the goal, the examples providing training that is associated with the goal, the goal corresponding to a student being trained in an aspect of inventory administration for a store;
- (d) logic that monitors progress of the student toward the goal and provides feedback that further provides the student assistance in accomplishing the goal;
- (e) logic that provides information to assist with a next step in achieving the goal; and
- (f) logic that provides information based on the presentation context.

90. (Canceled)